

KENTUCKY HEALTH BENEFIT EXCHANGE ADVISORY BOARD

Meeting Minutes

May 23, 2013

Call to Order and Roll Call

The ninth meeting of the Kentucky Health Benefit Exchange Advisory Board was held on Thursday, May 23, 2013, at 1:35 p.m. in the Large Conference Room at the Office of the Kentucky Health Benefit Exchange. Commissioner Sharon Clark, Chair, called the meeting to order at 1:30 p.m., and the Secretary called the roll.

Board Members Present: Commissioner Sharon Clark, Chair; Gabriela Alcalde (by phone), David Allgood, Andrea Bennett, Jeffrey Bringardner (by phone), Ruth Brinkley, Dr. Joe Ellis, Ed Erway, Carl Felix, Donna Ghobadi, Connie Hauser, Dr. Michael Huang (by phone), Deborah Moessner, Julie Paxton, Dr. John Thompson (by phone), and Marcus Woodward. Commissioner Stephen Hall, Commissioner Larry Kissner, and Tihisha Rawlins were not present at the meeting.

Staff Present: Carrie Banahan, Lee Barnard, Reina Diaz-Dempsey, Miriam Fordham, Wanda Fowler, Jean Klinge, Bill Nold, Brenda Parker, Vanessa Petrey, Sherilyn Redmon, Melea Rivera, Ronda Sloan (DOI), Brian Staples (DOI), Chandra Venettozzi, D. J. Wasson (DOI), and Maggie Woods (DOI).

Approval of Minutes

A motion was made to accept the minutes of the April 25, 2013, meeting as submitted, seconded, and approved by voice vote.

Update on Office of the Kentucky Health Benefit Exchange Activities

Carrie Banahan, Executive Director, Office of the Kentucky Health Benefit Exchange (KHBE), updated the members on the Exchange activities. Ms. Banahan reported that the Qualified Health plans certification administrative regulation was filed and the administrative regulation for the Small Business Health Options Program (SHOP) will be filed soon. The KHBE is working on administrative regulations for the appeals process but is waiting for federal guidance to be issued to finalize the appeals regulations. Bill Nold, Deputy Executive Director, briefed the subcommittee members on a conference attended by KHBE staff and staff from other State-based Exchanges to share information about the various Exchanges. Jean Klinge, Division Director, KHBE, briefed the subcommittee members on the KHBE's branding and marketing campaign, kynect: Kentucky's Healthcare Connection, which was launched by Gov. Beshear on May 15, 2013. The campaign includes a microsite at kynect.ky.gov, social media sites, print, radio, and television advertisements, digital media, minor league baseball sponsorships, and a community tour.

Subcommittee Reports

Behavioral Health Subcommittee

Julie Paxton, Chair, reported that the Behavioral Health Subcommittee has not met since the last Advisory Board meeting. The next meeting of the subcommittee is scheduled for May 29, 2013.

Dental/Vision Subcommittee

Dr. Joe Ellis, Chair, reported that the Dental/Vision Subcommittee has not met since the last Advisory Board meeting. The QHP Task Force and the Dental Workgroup held a joint meeting via conference call on April 29, 2013, to make recommendations regarding dental plans.

Education/Outreach Subcommittee

David Allgood, on behalf of Tihisha Rawlins, Chair, reported that the Education and Outreach Subcommittee held a meeting on May 20, 2013, and was notified of the resignation of a subcommittee member due to relocation out of state. The branding and marketing campaign for the KHBE called kynect: Kentucky's Healthcare Connection was presented to the members.

The KHBE office also updated subcommittee members on the contact center and other education and outreach activities. The contact center will open on August 15, 2013 with general program information. Hours will be Monday through Friday from 8:00 a.m. to 7:00 p.m. Eastern Time. Plans are for the call center to have Saturday hours during the open enrollment period October 1, 2013 through March 31, 2014. The contact center will focus on customer service and offer quick referrals to customer service representatives so consumers will get the information needed in a timely manner.

The KHBE will host the Cabinet for Health and Family Services area at the Kentucky State Fair. Training manuals for policies and procedures and systems are being developed. All kynectors will be certified with identifying badges and certificates. The KHBE staff is expecting kynectors to assist KHBE staff with events. Final user acceptance testing by consumers of the Self Service Portal will be held in August.

The subcommittee members were asked to submit requests to the KHBE for fact sheets and cards with the kynect logo and information. A member requested that a presentation be developed that could be used by subcommittee members at meetings or events. The media schedule will be provided to members at the next subcommittee meeting which is scheduled for June 24, 2013, 1:30 p.m., at the KHBE office.

Navigator/Agent Subcommittee

Marcus Woodward, Chair, reported that the Navigator/Agent Subcommittee met on May 16, 2013. Members were updated on the KHBE activities including the branding of kynect, the kynect microsite video, and the KHBE administrative regulations. The subcommittee discussed member concerns regarding a kynector's ability to assist individuals and facilitate selection of a Qualified Health Plan. Members made suggestions about possible requirements of disclosure or training to provide additional consumer protections. With the expansion of the Medicaid program to include individuals up to 138 percent of the federal poverty level, it is likely that agents may assist individuals who are eventually found eligible for Medicaid. Members asked if agents would be compensated for these enrollments. Under federal law, kynectors cannot be

required to have errors and omissions liability coverage, but this or other liability coverage is recommended. The next Navigator/Agent Subcommittee meeting is scheduled for June 20, 2013, at 1:30 pm. The Navigator/Agent workgroup is scheduled to meet on May 24, 2013, to provide comments on the draft regulations regarding agents and kynectors.

Qualified Health Plans Subcommittee

Deborah Moessner, Chair, reported that the Qualified Health Plans Subcommittee met earlier in the day and was updated on Exchange activities. Planning discussions are underway with the vendor, Xerox, for the opening of the contact center on August 15, 2013. The KHBE received a letter from the Center for Consumer Information and Insurance Oversight regarding the Final Detailed Design Review which was conducted in March. The branding and marketing campaign, “kynect: Kentucky’s Healthcare Connection” for the Exchange was launched and the results of a workforce capacity study conducted by Deloitte were presented at several forums for stakeholders. The QHP certification administrative regulation was filed on May 13, 2013. The SHOP regulation should be filed next week and the eligibility and enrollment, Navigators, and agents regulations will be filed. Work on the appeals regulation continues, but the KHBE is waiting for final federal guidance to be issued.

The QHP Task Force and the Dental Workgroup held a joint meeting via conference call on April 29, 2013, to resolve the outstanding issues regarding dental plans. Based upon the recommendations of the QHP Task Force and the Dental Workgroup, the QHP Subcommittee recommends that :the maximum out-of-pocket will be \$1,000 for a single child enrollee and \$2,000 for two or more child enrollees; a dental insurer offering stand-alone dental plans on the Exchange be required to offer a high (85 percent) and low (70 percent) actuarial value dental plan; and a dental insurer offering a stand-alone dental plan through the Exchange be limited to offering a stand-alone dental plan which includes pediatric dental essential health benefits for individuals up to age 21 years of age. However, the insurer may also offer a stand-alone dental plan that includes adult or family coverage. The next meeting of the subcommittee is scheduled for June 27, 2013.

Small Employer Health Options Program (SHOP) Subcommittee

Carl Felix, on behalf of Jeff Bringardner, Chair, reported that the SHOP Subcommittee held a meeting on May 9, 2013. Members discussed COBRA and mini-COBRA and any potential role for the SHOP in administering these two programs. Members will provide input to the Exchange on current practices in their respective companies.

Reinstatement of employers for non-payment of premiums was also discussed. Issues regarding loss of coverage and special enrollment periods in the individual market were raised. The subcommittee recommended that the Exchange consult with the Department of Insurance to develop a policy acceptable to participating issuers.

The subcommittee continued its discussion of employer minimum contributions. Four options for defining an employer contribution have been identified. The current system is designed for a straight percentage for any plan chosen by an employee. Members are concerned that this method will limit the number of choices that employers will make available to employees. Members support the use of a reference plan because of the increased flexibility it provides

employers. The next meeting of the SHOP Subcommittee is scheduled for Thursday, June 13, 2013 at 1:30 p.m.

A motion to accept the subcommittee reports including the recommendations contained therein was made, seconded, and approved by voice vote.

Other Business

The next meeting of the Advisory Board will be on July 25, 2013, at 1:30 p.m., in the Large Conference Room at the Office of the Kentucky Health Benefit Exchange.

Audience members put forth questions regarding the Exchange to KHBE staff and board members.

Adjournment

The meeting was adjourned at 2:30 p.m.